



## Letter to Vermont Employers

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To all Vermonters,

Breastfeeding is good business for Vermont. When businesses support their employees in continuing to breastfeed, everyone wins. Businesses are rewarded with reduced absenteeism, lower health care costs, and increased employee loyalty. Mothers and babies are rewarded with health benefits, cost savings, and the opportunity to enjoy the special bond of breastfeeding even when separations are necessary. Offering a breastfeeding-friendly workplace also helps businesses recruit women, and gives the business a positive image in the community.

Encouraging mothers to breastfeed is a key strategy of the Fit & Healthy Vermonters state plan for the prevention of obesity. Breastfeeding is a powerful ally in the State of Vermont's drive to reduce chronic care issues associated with overweight and obesity, diabetes, asthma, and many other diseases. In fact, the health benefits of breastfeeding are so well documented that the American Academy of Pediatrics recommends that ALL babies be breastfed for the first full year of life.

To help new mothers succeed in giving their babies the healthiest start in life, we invite you to join the Vermont Breastfeeding Friendly Employer Project. The purpose of this project is to help employers provide supportive workplace policies, and to formally recognize employers who do. This project is newly dedicated to providing information and support to new mothers, and to recognizing and assisting child care providers as an essential link in supporting the breastfeeding relationship.

For Employers, making your workplace breastfeeding-friendly can be simple. The information found at this website can help you achieve the Breastfeeding Friendly Employer Designation. If you already have breastfeeding-friendly policies in place, congratulations!

Thank you for your efforts on behalf of Vermont families.

Sincerely,

Sharon Moffatt, RN, MSN

Acting Commissioner of Health